

## REMARKS

Applicants respectfully request consideration of the subject application. This Response is submitted in response to the Final Office Action mailed June 30, 2008. Claims 10, 13-15, 20, 22, 23, 56 and 57 are pending. Claims 10, 13-15, 20, 22, 23, 56, and 57 are rejected. In this Amendment, claims 10, 13, 22, 23, 56, and 57 have been amended and claims 14 and 15 have been cancelled. No new matter has been added.

### 35 U.S.C. §§ 102 and 103 Rejections

The Examiner has rejected claims 10, 13, 14, 20, 22-23, and 57 under 35 U.S.C. § 102(a) as being anticipated by Fredrickson et al., (U. S. Patent Publication No.: 2002/0019768, hereinafter “Fredrickson”). The Examiner has rejected claims 15 and 56 under 35 U.S.C. § 103(a) as being unpatentable over Fredrickson in view of Godin et al., (U.S Patent No.: 5,890,138, hereinafter “Godin”).

As admitted in the Final Office Action dated June 30, 2008, Fredrickson fails to teach “displaying the confirmation page for a fixed time period.” Final Office Action dated June 30, 2008, hereinafter “Final Office Action.” The Examiner asserts that Godin cures this deficiency. However, Godin fails to teach or suggest serving, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement as recited in claim 10.

First, Godin fails to mention a web page requesting confirmation of a viewing by a user and second, Godin fails to teach or suggest serving a Web page requesting confirmation of a viewing of a user for a fixed period of time as recited in claim 10.

Godin is directed to a method for allowing users to participate in an auction using their own computer. *Godin*, Abstract. In Godin, when a user selects a purchase trigger he is removed from the auction process and is asked to complete a purchase confirmation screen as shown in Figure 11. *Id.*, col. 6, lines 56-60. The purchase confirmation screen must be completed by the user within a fixed time period of two minutes. *Id.*, col. 6, lines 65-68. In Figure 11, it states “this page has a lifespan of 2 minutes. You must complete this form within this time or you will lose your locked in price!” As such, the two minute lifespan of the screen relates to the time period a price at an auction will be held for a user.

There is no indication provided in Godin that the screen is only displayed for a fixed period of time, only that it is active for a fixed period of time.

Therefore, neither Fredrickson, nor Godin, alone or in combination teach or suggest serving, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement as recited in claim 10. Thus, for at least the reasons presented above, claim 10 is patentable over Fredrickson and Godin, both alone and in combination. Applicants, accordingly, respectfully request the withdrawal of the 35 U.S.C. § 102(a) rejection of claim 10.

Independent claims 22 and 23 include language similar to claim 10 and are not anticipated by Fredrickson and are patentable over the combination of Fredrickson and Godin for at least the reasons presented above with respect to claim 10. Claims 13, 20, 56, and 57 are dependent upon one or more of the independent claims and are not anticipated by Fredrickson and are patentable over the combination of Fredrickson and Godin at least by virtue of their dependency. Accordingly, Applicants respectfully request the withdrawal of the 35 U.S.C. §§ 102(a) and 103(a) rejections of claims 13, 20, 22, 23, 56, and 57.

Please charge any shortages and credit any overages to Deposit Account No. 19-3140. Any necessary extension of time for response not already requested is hereby requested. Please charge any corresponding fee to Deposit Account No. 19-3140.

Respectfully submitted,  
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